



NEWSLETTER

Welcome to the new look TFT Newsletter! It's a busy time for TFT and we'd like to keep you updated on our work around the world.

A NEW IMAGE FOR TFT

A New Brand Identity to mirror TFT's expanding remit

TFT's ultimate goal is to help our members provide responsible products to customers and as a result, conserve forests, help people, protect biodiversity and slow climate change.

While we began by ensuring wood products were forest responsible - and by that we mean FSC certified - our remit has now grown to include a much wider range of products.

A new Brand Identity



With this growth, the need to raise awareness of our brand has also increased. We need to create clarity and differentiation from other organisations in the sector to ensure maximum exposure and support. We have therefore recently been working with branding agency Lambie-Nairn to develop our brand positioning and identity.

Our main differentiator is that we are a non-profit organisation that uses a business model to achieve our sustainability goals.

We have established supporting Brand beliefs - Entrepreneurial, Collaborative, Agile and Achieving - to help us bring our brand promise to life in our everyday work.

In a crowded marketplace, it is crucial that our new identity enables TFT to stand out from our competitors and helps our audiences understand who we are. Our new logo reflects how TFT have clear environmental goals and uses a business model to enable them. Vivid colours have been developed to help us stand out from the rest of the sector, with a style of illustration and photography to help position us as hard-working but approachable.



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TFT now has 78 members

TFT member company ALPI achieves FSC chain of custody certification

VISIT OUR WEBSITE

www.tft-forests.org

We love the result and hope you like it too. We are now in the process of implementing the change through all of our communications materials. We will shortly install a "landing page" to this website, to introduce the new TFT identity in advance of a whole new website which will be launched in May.

Delivering Responsible Products

And lastly, as mentioned before, our remit has grown to include a much wider range of products.

Our new strapline “Delivering Responsible Products” captures this. Responsible Products don’t destroy the environment or damage people’s lives so TFT works to identify and remove all social and environmental issues embedded in product supply chains.

Since our inception we’ve focused exclusively on wood products, providing our members with comprehensive information about the origin of all tropical wood in their wood products and building responsible supply chains. Having established a strong record of achievement in wood products, we are now moving to address social and environmental concerns in a much broader range of products.

We’re now providing our members with the same supply chain, problem solving services in other product categories; alongside our foundation Wood Group, we are establishing Beef & Leather; Stone, Cotton, Palm Oil and Wool Groups.

We’re doing this because we believe that the model we’ve established whereby our members, at one end of the supply chain take responsibility

for what happens at the other end can have a broader application.

We’re losing over 13 million hectares of forest every year and this is mostly due to forest clearance for agricultural commodity expansion i.e. cattle ranching, palm oil and soy. In the same way that our members don’t want ‘bad’ wood in their products, people don’t want bad palm oil, bad soy, bad leather - so many products have a forest footprint and TFT’s model is just as applicable in these other products as it is in wood. This is why we’re establishing these new groups.

We also need to look beyond FSC certification and consider all the environmental and social issues embedded in wood products. It’s one thing to have FSC wood in a product but if its production has caused serious environmental and social issues elsewhere, then it’s not really responsible in the broadest sense.

We are excited by these new developments and look forward to keeping you informed as we move forward!

MACINTOSH JOINS TFT IN APPLYING “LEGAL WOOD” MODEL TO FOOT- WEAR ETC.



Macintosh
Retail Group

suppliers must demonstrate “green” origins

LONDON (23 March 2010) -To address growing demand for often illegal cattle and leather goods that are putting pressure on tropical forests in Asia and the Amazon, The Forest Trust (TFT) and the Macintosh Retail Group announced the launch of a new initiative today that will use production of “green” shoes, bedding, flooring and textiles to fight slash-and-burn cattle ranching and production of toxic glues that are decimating rain forests and damaging the environment.

Building on success with timber, TFT to trace Macintosh Retail Group products back to source; from Chinese factories to Brazilian Amazon,

Trading under the names Brantano, Scapino, Dolcis, Manfield, Invito, PRO, Kwantum, and others, Macintosh Retail Group says it has agreed to allow TFT, an independent nonprofit charity, to take a selection of its shoes, bags, textiles, bedding, furniture and other products and pull them apart, identifying every component and following it back to its source to find a way to produce the company’s products legally and sustainably.

“We are committed to using the systems originally developed by TFT to monitor wood supply chains to become the only major retailer in Europe to offer independently-verified forest responsible shoes, clothing and home products,” said Eric Coorens, chief operating officer of the Macintosh Retail Group, which serves 200 million consumers a year at 1,249 stores in Belgium, the Netherlands, Luxembourg, United Kingdom and France.

TFT has developed a sophisticated tracking system that allows its member companies, including home improvement retailers B&Q in the UK, Kwantum in the Netherlands, France's Castorama and Leroy Merlin, and the US's Crate and Barrel, to verify that the tropical wood products they purchase come from sustainable or legal sources. The charity will now turn its expertise

to doing the same thing for shoes, bags, bedding and other consumer products.

visit our website for the full press release:
http://www.tft-forests.org/media/uploaded/March_10_TFT__Macintosh_PR.pdf

LACEY ACT: FURNITURE, MUSICAL INSTRUMENTS MUST NOW DECLARE BASIC INFORMATION UNDER US LACEY ACT

The Lacey Act has entered a new phase of enforcement, with more timber products now covered by the Act.

TFT is helping its members and other companies to put systems in place to track their wood purchases as well as source wood that has been harvested legally, thus complying with the Lacey Act.

From the Environmental Investigation Agency:

April 1 2010 marks the beginning of enforcement for basic information transparency requirements under the Lacey Act for guitars, revolvers, hand tools, pool cues and certain types of furniture.

The US Lacey Act, amended in May 2008, makes it a federal crime to trade in illegal wood products. Under a phased-in process, many sectors also have to declare the scientific name and the country of harvest for any plant constituents of their imported products.

Other wood product sectors, including those importing sawn timber, flooring, and joinery have been declaring this information to the US government for nearly a year. Now, an importer of chairs manufactured in Vietnam will declare, for example, that the wooden frame is made of teak (*Tectona grandis*) from Thailand. Importers of billiards equipment might declare that the cocobolo in pool cues (*Dalbergia retusa*) is from Nicaragua.

This information--collected by USDA's APHIS--will allow the implementing agencies to target enforcement actions and better understand how the US market demand for wood products is affecting forests worldwide. For a full list of sectors included in the April 1 phase-in, visit the APHIS website.

"The declaration requirement of the Lacey Act is a critically important part of achieving greater supply chain transparency and legality, the over-arching goals set forth by Lacey," said Alexander von Bismarck of the Environmental Investigation Agency. "For the first time, companies are required by law to ask basic questions about their supply chains and understand exactly where their wood comes from."

Full enforcement of the ban on trade in illegal wood has been in effect since the law passed on May 22, 2008. The first public enforcement action occurred in November 2009 when the government raided Gibson Guitar facilities in Nashville.

"Companies are really starting to wake up to the intent and value of this law," said von Bismarck, noting that awareness levels appear to be significantly higher among sectors submitting declarations.

The declaration form can be found on the APHIS website. Importers must print and mail it to APHIS or submit the information electronically via an automated broker interface. It is expected that an electronic interface will become publically available in the future as the US government continues to refine its implementation of the Lacey Act.

For information, visit www.eia-global.org/lacey.

MAISONS DU MONDE AND TFT PARTNER TOWARDS DELIVERING FOREST RESPONSIBLE PRODUCTS FROM INDIA TO THE MARKET

Maisons Du Monde, a responsible and credible European furniture and decorative accessories retailer, joined TFT early in 2010. The partnership primarily targets Indian suppliers with a view to implementing improved systems that ensure legality of wood supply and ultimately drives sustainable forest practice within India.

March 2010 provided the first opportunity for Maisons Du Monde and TFT to travel together to Northern India to commence implementation of this new ambitious programme. TFT is actively recruiting Indian Nationals, establishing an essential office and commencing work on mapping the supply chain.

Stakeholder meetings were held in Delhi, with site visits conducted in both Jaipur and Jodhpur in Rajasthan. This provided the team with first hand exposure to the warm Indian culture, its great food and most importantly an understanding of the processing sector and its valuable timber species.

Having achieved a unanimous commitment from the suppliers, TFT and Maisons Du Monde are now developing an action plan that will drive suppliers to implement target improvements through the field support and expertise of TFT and buying power of Maisons Du Monde.

Maisons Du Monde, TFT and Suppliers following the inaugural workshop in Jaipur



Famous traditional dresses of Rajasthan



Dalbergia Sissoo, commonly known as Sheesham

CSE: FIRST IMPRESSIONS OF THE STUDENTS FROM THE SECOND SESSION

The students of the second Session at the Centre of Social Excellence have arrived in Yaoundé.



Here are their first impressions!

Jacques: «I am delighted with the welcome. The first module in Anthropology has really enlightened me on the subject. It is a participative teaching: the tutor leaves the student time to express himself on the subject, it is good. Also, everybody has different experience. It allows us to soak in others' background.»

Julien: «The atmosphere is good. We got familiarised. We shot off at top speed. I had never read anthropology before and I like it. I feel good here.»



First experience in the field

From 22 to 24 March 2010, the CSE students left behind the traditional classroom set-up in Yaoundé.

The visit in the field and activities of the following days were prepared and organised with Luke Freeman, a CSE trainer. These activities were planned to take place at the general

Loïc: « Very good impression. I enjoy the atmosphere with the CSE team and the students' group. Even though we are under pressure, we can overcome all this thanks to a good atmosphere and motivation.»

Arlette: «Very good training. The programme is set at the right level regarding my expectations. The next part of the programme is attractive. With this, the scope of my abilities is wide open for the future.»

Tatiana: «I feel like in a family. Despite the fact that there is a lot of work, I do not feel remote or nostalgic.»

Serge: «Impressions are very good; atmosphere is convivial with the group and also with the tutors. I do not miss Congo too much. I have a Cameroonian, Gabonese, Congolese and even French family here. I feel at ease.»

Elie: «The atmosphere at the CSE is rather good. The framework is conducive; the pedagogic system allows assimilating a lot. It is different from everything I have known before. It allows for fast learning and intensive work.»

Alphonse: «This is an establishment that aims to reach excellence. The training is short, but intensive: it requires a lot of efforts. For me, who am new, it is a discovery in every sense of the world. I will be able to accomplish my tasks in a satisfactory manner.»



management of forest company TRC (Transformation Reef Cameroon) in Douala and among neighbouring communities of FSC certified FMU 00-004 in Yingui. The objectives of the field visit were to put into practice the theoretical elements learnt during communication classes.

Leaving Yaoundé at 12 o'clock, the meeting with «Mr. Social» of TRC started at 3. The meeting lasted three hours. The brief visit of the director of management and certification, Jacques Huileux, drew our attention in the way that he recognised that social aspects can be a headache for foresters. It is on these aspects that they receive most correctives actions requests.

A family photo at nightfall closed the meeting. After night fall, we felt it was unreasonable to drive on these roads unknown by our drivers. Another problem presented itself: find a place where to spend the night. After a good hour of searching, the whole group found a place to spend the night in Douala.

It was with relief and with a smile that we tasted the local speciality: nicely grilled fish (fish in all its form turned out to be the watchword for the whole mission on a culinary point of view).

At 7 in the morning, the whole group set off for Yingui. The students were very enthusiastic and moved to be finally out in the field. In the field, they could practice all the tricks learnt to better communicate with the populations. Arriving

in Bonépoupa, time for a quick breakfast and at 12 o'clock the group finally reached Yingui and occupies the local bar «Chez Cousine» for a makeshift classroom.

We adapted Cousine's bar into a classroom, across from a deserted and dusty street. The research strategy was perfected while waiting for local people to return from the fields in the afternoon.

From 3 to 6 pm, each of us (Loïc, Julien, Tatiana, Elie, Arlette, Serge, Jacques) blended in the three villages of the Yingui district («Ndem», «Ndog mem Nord» and «Mosse»).

Thanks to participative observation, the students endeavoured through movement, voice and tone to understand mechanisms and traditional communication circuits. We will remember this enriching experience for a long time.



LAOS TEAK FARMERS BENEFIT FROM COOPERATIVE

The Luang Prabang Teak Program continues to strive towards achieving FSC certification by the end of 2010.

Since the launch of the program in late 2007, TFT, along with partner organizations, has been successfully working in close cooperation with teak farmers in the small village of Ban Gok Gniew, northern Laos, to attain the ultimate goal of FSC Certification.

Although the program's purpose is to significantly improve the quality of life for teak farmers and their communities while assisting the Laotian government to develop an economically and sustainable teak industry, the question still remains: "how has the program directly impacted upon the lives of the community and families of teak growers in Ban Gok Gniew?"

Mrs Bounchan seated on a chair made from LPTP-supported village teak



The financial management of the Cooperative is the role of Bounchan Phatahmith and her husband whose determination and strength have proven to be essential to the success of the program. Bounchan says that the program has helped the entire community, "teaching the technical aspects of growing teak correctly ac-

ording to international market requirements”, resulting in considerably improved financial returns. She claims that the individual farmers and their families have also benefited as “there is a guaranteed market price so the village receives a lump sum for its teak according to an agreement between the buyer and seller that ensures payment is made on time.”

Mr Khampheng and Mr Hompieng, both teak farmers, agree that now that the villagers know how to selectively harvest their product, they cultivate more “high quality, high value trees”. Mr Hompieng, further reveals that the number of fires in the village has been significantly reduced as the community has learned alternative means of clearing its plantations.

Mr. Khampeing (left) and Mr. Hompieng in front of the recently arrived chairs and tables for the new village training centre



The Teak Farmers Group has been created as a result of the program’s focus upon developing a community-based strategy in collectively managing the teak whilst simultaneously improving plantation techniques.

The leader of the Teak Farmers Group, Mr Kao has 10 people to support in his family, including six children and three grandchildren. He says the Teak Program has benefited the local community by enabling it to register its plantations.

Mr. Kao talking to fellow farmers about the relationship between age and the heartwood/sapwood ratio in this 15 year old Luang Prabang Teak tree



By selling the teak trees at a good price, families such as the Somphets can now afford to send their five children to school while Mr. Khampheng says he is at last able to support his older children as they volunteer for government positions - the realisation of a dream come true for

the majority of Laotians! Mr. Somphet says this has all been possible as the community can now “sell the trees that nobody would buy in the past because the price is currently set according to volume rather than according to the value of individual trees”.

Mr. Somphet learning how the Teak Farmers Group will be able to maintain their income to pay for the managers of the new cooperative



When asked what they want the project to help them with in the future, the majority of the teak growers eagerly responded that they hope the TFT shall continue to give them “more information about the overseas and domestic teak markets, how they can best sell the teak and at what price.”

The testimonies of the teak growers themselves bear witness to the economic, environmental and social benefits that the program has brought to the entire community of Ban Gok Gniew. Moreover, with more sophisticated training in resource management, improved market awareness, rising teak sales and greater understanding of log grading, the prospects of FSC Certification for Luang Prabang in the coming months looks very promising indeed!

As underlined by Mrs Bounchan, teak growers will no longer continue “to be victims of the timber traders!”

The Luang Prabang Pilot Project is receiving support from the Luang Prabang Forestry Section and the Lao Forest and Trade Platform as Program implementers, with additional assistance from the Department of Forestry, WWF, Fondation Ensemble, Japanese International Cooperation Agency, Swedish International Development Cooperation Agency and USAID under the RAFT Program.

All photos: (c) Richard Laity

**SUSTAINABLE MANUFACTURING
SUMMIT (SMS)
IN CHICAGO IN MAY 2010
INNOVATIONS IN GREEN PRODCUTS
AND CLIMATE STRATEGIES**



TFT will be at the Sustainable Manufacturing Summit in Chicago on May 11-12, presenting our approach on responsible products and sustainability. We also will provide details on how companies can bring responsible products to the market.

Visit the event's website for details and how you can you take part.

<http://www.asaseries.com/v8-12/Prospectus/Index.php?sEventCode=SM1004US>

The Sustainable Manufacturing Summit is the principle forum for manufacturers to meet and discuss the challenges and opportunities of moving to sustainable practices.

The event aims to evaluate methods for risk reduction, increased efficiencies, competitive advantage and stakeholder pressure, and how manufacturers are taking the next step in climate action by developing low-carbon, sustainable products.

Through cutting edge case studies, expert presentations and discussion panels, the Sustainable Manufacturing Summit showcases manufacturers that are leading the transition to sustainable and profitable manufacturing and offers the latest innovations in green products. This third

annual event offers business executives of all levels practical advice and benchmarks for their own sustainability initiatives and the opportunity to understand the future direction of climate response.

The Summit offers opportunities to learn about the newest innovations in sustainable products:

- * Identify opportunities for resource and supply chain efficiency
- * Stay on top of the latest developments in environmental footprinting
- * Hear how climate policy changes are impacting manufacturers
- * Find out how companies are updating their energy management strategies
- * Plus, individual sessions on renewables investment, carbon management and sustainability collaboration.

A number of speakers will present at the summit, including TFT's Scott Poynton.

Don't forget to read Scott's 60 seconds interview on the same website.